

RJ REYNOLDS

TOBACCO COMPANY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
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Williamsville, NY 14221
(716) 634-9232
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March 6, 1997

RJR Account #023880

Mr. D. Beaudet
ASSOCIATED GROCERS

APRIL DORAL Box 100 B1G1F / PROMOTION #700447

Dear David:

DORAL B1G1F *pre-sleeved* product has been ordered (see quantities listed below), as well as 75 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

	<u>STYLE</u>	<u>UPC Code</u>
<u>B1G1F</u>	<u>Full Flavor Box 100</u>	<u>12300-23993</u>
<u>5</u>	<u>Light Box 100</u>	<u>12300-23994</u>

Product PO #G10911DB ; Displays G10921DB

Product / Premium Arrival:

March 31, 1997 (*Displays will arrive 4/1 or 4/2*)

Ship Date to Retail:

Week of: April 7, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

~~\$895.00~~ ^{*}964.99

Non-EFT \$ Amount:

\$N/A

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B1G1F
ASSOCIATED GROCERS

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$35.00 (2.5 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: C. Deshane
RJR / H. Battle

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

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WHOLESALER: 023880 ASSOCIATED GROCERS

INSTRUCTIONS: DORAL BOK B1G1F INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100
SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
90057	113857	1623 01	P E ST MARIE'S STORE	MAIN ST	NORTH TROY	VT	A 12	150	
	113967	1623 01	KEELER BAY VARIETY	RT 2	SOUTH HERO	VT	A 12	110	
90433	623843	1623 01	A AND B BEVERAGE	ROUTE #2	GRAND ISLE	VT	A 24	189	
90032	105195	1638 01	ALDRICH'S MARKET	MAIN STREET	NORTH HAVERHILL	NH	A 12	204	
90061	105247	1638 01	TOP-OF-THE-HILL STOR	ROUTE 135-DALTON	WHITEFIELD	NH	A 24	139	
10281	105252	1638 01	VILLAGE GROCERY	MAIN ST STORE #10281	BETHLEHEM	NH	A 12	85	
10134	113753	1638 01	BUDBOS INC.	84 MAIN ST	NEWPORT	VT	A 24	209	
90215	290293	1638 01	HALL'S HANDY MART	13 MILL ST	HARDWICK	VT	A 24	176	
10057	633097	1638 01	SAMS SUPERMARKET	21 JEFFERSON RD	WHITEFIELD	NH	C 12	159	
90627	75253	1638 02	T-BIRD MINI MART	ROUTE #202	ANTRIM	NH	5486-00-00	A 24	258
90090	104143	1638 02	CARRS STORE	RT 101	DUBLIN	NH	A 12	104	
	104145	1638 02	WAYNOS FOOD MART	#10258 MAIN STREET	ANTRIM	NH	C 24	123	
10349	104413	1638 02	DELAY INC. #349	ROUTE 31	GREENFIELD	NH	A 24	163	
10194	724665	1638 02	SILVAMART	738 ELM STREET P.O. BOX 25	MILFORD	NH	A 24	293	
90625	44708	1638 03	T-BIRD MINI MART	24 ROCKINGHAM ST	BELLOWS FALLS	VT	5486-00-00	A 24	150
10182	104119	1638 03	RALPHS SUPER	MAIN ST	CHARLESTOWN	NH	A 12	180	
90229	229253	1638 03	CHESTER GENERAL	RTE 103	CHESTER	VT	A 00	55	
90622	361082	1638 03	T-BIRD MINI MART	465 WEST ST	KEENE	NH	5486-00-00	C 24	875
90626	707369	1638 03	T-BIRD MINI MART	ROUTE 119	HINSDALE	NH	5486-00-00	C 24	7800
90263	907480	1638 03	T-BIRD MINI MART	50 CLINTON ST	SPRINGFIELD	VT	5486-00-00	A 12	290
90628	586256	1638 04	T-BIRD MINI MART	225 WASHINGTON ST	CLAREMONT	NH	5486-00-00	C 24	1200
90442	613485	1638 04	PATTERSON GROCERY	ROUTE 10	ORFORD	NH	A 24	181	
10240	755242	1638 04	PROCTORS STORE	RT 4A	ENFIELD CENTER	NH	A 12	103	
10465	318158	1638 05	CUSTEAUS MKT	RT 111 SHOPPERS VILL	EAST HAMPSTEAD	NH	A 24	228	
90512	104991	1638 06	BOB'S KWIK CHEK	S. MAIN ST. ROUTE 3A	PLYMOUTH	NH	A 24	170	
10029	420661	1638 06	COLONIAL VILLAGE MKT	PARK AVENUE	CONTOOCOOK	NH	C 24	400	
	702881	1638 06	LIBERTY ROCK COUNTRY	RR 1 BOX 8	GRAFTON	NH	A 12	100	
	724756	1638 06	GREENS CORNER STORE	RTE 162	CENTER HARBOR	NH	2794-02-00	A 24	140
90513	755134	1638 06	TENNEY MT. KWIK-CHECK	TENNEY MTN RD	PLYMOUTH	NH	A 24	220	
10113	104261	1638 07	BEECHMONT MARKET	609 S BEECH ST	MANCHESTER	NH	A 04	185	
10145	104284	1638 07	TEMPLE FOOD MART	121 BAKER ST	MANCHESTER	NH	A 24	135	
10350	643528	1638 07	ABBOTTS MKT. #10350	436 D.W.HWY. RT.3	MERRIMACK	NH	A 24	195	
10453	445687	1638 08	GOBINS TOWN & CTRY.	#10453 4 MAIN STREET	GOFFSTOWN	NH	A 12	80	
10136	691347	1638 08	AUBURN MARKET #1	289 CHESTER RD	AUBURN	NH	C 24	163	
	114034	1638 09	JACQUE'S STORE	MAIN STREET	HUNTINGTON	VT	A 00		

Total Accounts

35

4.6

= / 75 SKUs

70 Displays

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